

ABSTRACT

A window treatment support, such as a support for a cellular shade and other kinds of shades, includes a head rail. a clutch mounted on the head rail to support and operate a window treatment; and a cord engaging the clutch for selectively raising and lowering the window treatment. The clutch includes a pulley having a plurality of radial teeth defining a space sized to receive the cord. At least some of the teeth including a flexible projection forming an interference fit with the cord. The head rail is a bottom wall shaped to maximize the size of the clutch without substantially affecting the size of the head rail.